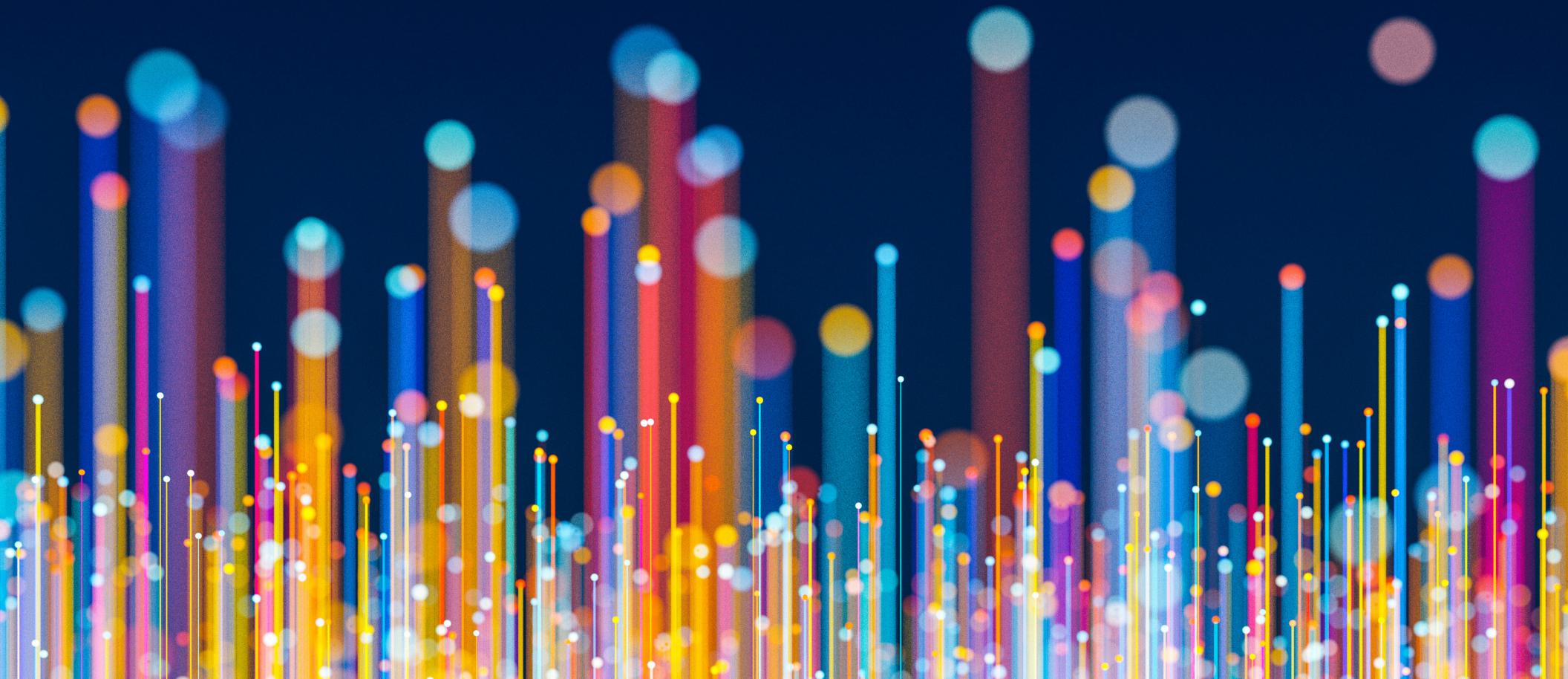




# St. Jude Cloud

December 2019 • Version 1.0

## BRAND GUIDE



## Importance of Brand

St. Jude Children's Research Hospital has launched St. Jude Cloud, an online data-sharing and collaboration platform that provides researchers access to the world's largest public repository of pediatric cancer genomics data. Developed as a partnership among St. Jude, DNAnexus and Microsoft, St. Jude Cloud provides accelerated data mining, analysis and visualization capabilities in a secure cloud-based environment.

The St. Jude Cloud brand is meant to evoke our leading science while emphasizing St. Jude's commitment to sharing our science with other research institutions in a global pursuit for cures.

The following guidelines will help ensure that we convey the philosophy of this important initiative with a consistent design ethic and appropriate voice.

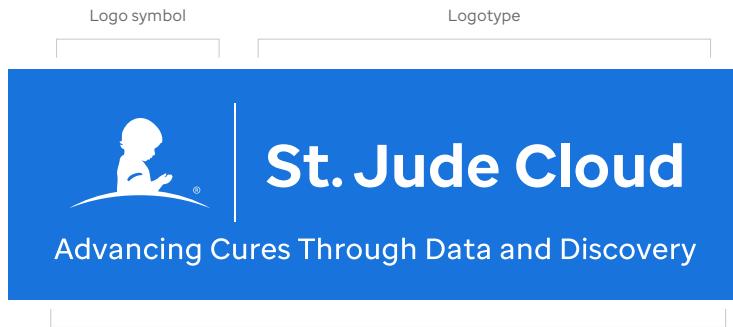
# St. Jude Cloud

## Brand Reference Guide

### LOGO USAGE

#### Primary Logo

The St. Jude Cloud logo has several core elements. Each element works together to communicate – and legally protect – our works together to communicate – and legally clear space is built into all logo files. The trademark symbol protect – our name, visual iconography, heritage and mission.



Minimum logo width: 1 in. or 80 px

Preferred logo usage is reversed on St. Jude blue background



1 Color Reversed Logo



1 Color Logo

#### Logo Configurations

To accommodate a wide range of uses, our logo has 2 approved versions.

full logo  
with tagline



Advancing Cures Through Data and Discovery

logo only



stacked



The logo with the tagline is used when necessary to emphasize the tagline for brand purposes, such as advertising.

The logo without the tagline is used in limited situations where space, production or legibility concerns mandate simplification, such as a website or small space application.

The stacked logo includes the primary St. Jude logo with the "St. Jude Children's Research Hospital" logotype.

### Logo Usage: Clear Space

It's important to never compromise the St. Jude logo in any way. A clear space area should surround the entire logo and be kept free of text another graphics



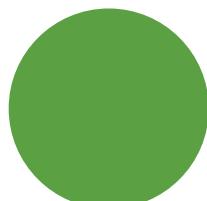
The height of the capital S in the logotype is measured as "x". The clear space should be equal to 1.5x on all sides. Allow additional clear space whenever possible.

#### Brand Architecture

We have developed an overall architecture and brand strategy that leads with domain type to better support user acquisition and general awareness in important segments. Three colors have been assigned to the subdomains to signify a particular research emphasis. **For the most part, these colors will only be used in the intro sections in relation to these topics.**

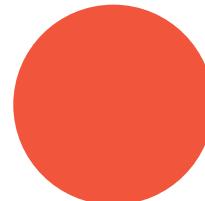


**PEDIATRIC  
CANCER**



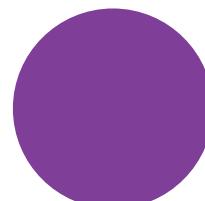
Dark Green  
C69 M15 Y100 K2  
R92 G161 B50  
HEX 5ca132  
PANTONE 7737

**CANCER  
SURVIVORSHIP**



Peach  
C0 M82 Y82 K0  
R253 G83 B57  
HEX fd5339

**CONSTITUTIONAL  
DISEASES**

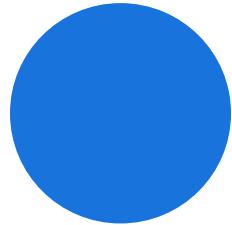


Purple  
C60 M91 Y0 K0  
R131 G50 B167  
HEX 8332a7  
PANTONE 527

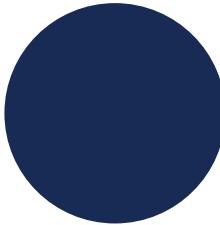
### Color Palette

Our color palette helps express the personality of St. Jude Cloud. For this reason, it is important to be consistent and use only the colors that we have chosen as part of our brand.

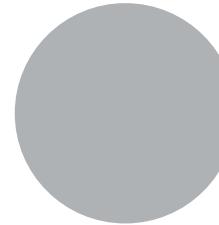
#### Primary Color Palette



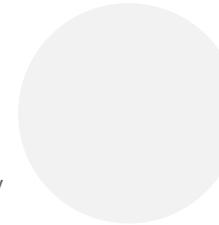
**St. Jude Cloud Blue**  
C100 M31 Y0 K0  
R24 G116 B220  
HEX 1874DC  
PANTONE 2137



**Dark Blue**  
C100 M86 Y30 K23  
R0 G40 B86  
HEX 002856  
PANTONE 294

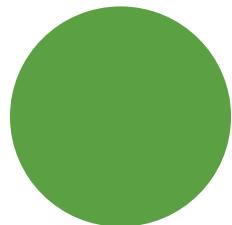


**Med Gray**  
C14 M9 Y9 K23  
R174 G2178 B181  
HEX aeb2b5  
PANTONE Cool Gray

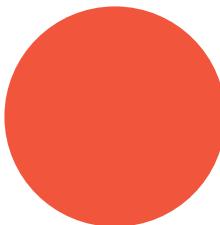


**Light Gray**  
C0 M0 Y0 K05  
R41 G242 B242  
HEX F2F2F2  
PANTONE 2167

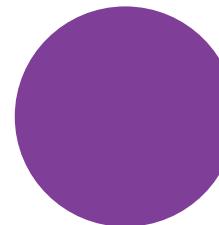
#### Secondary Color Palette



**Dark Green**  
C69 M15 Y100 K2  
R92 G161 B50  
HEX 5ca132  
PANTONE 7737



**Peach**  
C0 M82 Y82 K0  
R253 G83 B57  
HEX fd5339



**Purple**  
C60 M91 Y0 K0  
R131 G50 B167  
HEX 8332a7  
PANTONE 527

# St. Jude Cloud

## Brand Reference Guide

### TYPOGRAPHY

#### St. Jude Sans

##### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### *Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### *Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### *Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

##### *Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### Web Styles

## H1

(black or white)

### Headline Style One

St Jude Regular: 50px / 60px

## H2

(HEX#002856DC or White)

### Headline Style Two

St Jude Regular: 36px / 46px

## H3

(black or white)

### Headline Style Three

St Jude Regular: 30px / 36px

## H4

(black or white)

### Headline Style Four

St Jude Regular: 24px / 28px

## Body copy

(black or white)

St Jude Regular: 18px / 26px

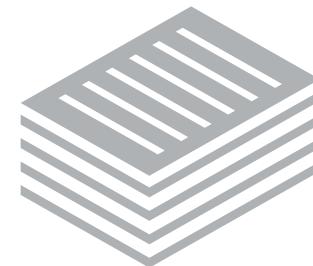
#### Rollovers

Learn More

Learn More

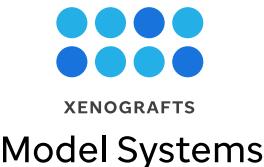
With the exception of the intro sections, all buttons and other action items appear in HEX# 1874DC. The buttons are 40 pixels tall x the appropriate width to accommodate text with rounded corners (25px rounded). The buttons will lighten to an 80% tint of HEX# 1874DC when hovered or rolled over. The padding around all buttons should be no less than 30 pixels.

#### Studies Icon



All studies should be represented by this simple icon

#### App Identities

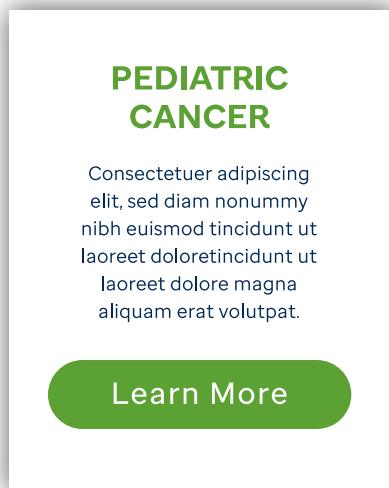


- App identity symbols are never used without the logo type.
- App identities are never placed on top of a pattern or an image. They should always be used on a white background.
- App identity colors should never be altered in any way.

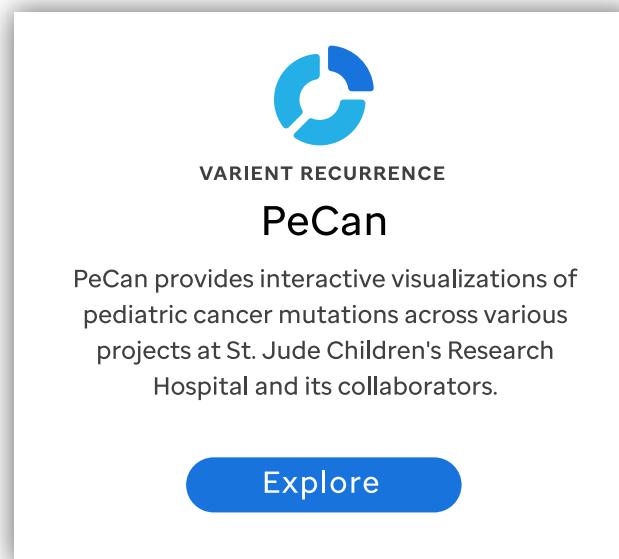
## Brand Reference Guide

**Cards** For certain types of information such as links to multiple apps or studies, developers may which to utilize the card approach featured throughout the intro pages. The cards all feature a 75% black shadow with 0 offset and a 6 pixel blur. The padding around each card should be 50 pixels.

For situations where 3 columns is preferable, a simple white card 280 pixels wide x an appropriate depth to accomodate content.



For situations where 2 columns is preferable, especially where apps are being featured, a simple white card 450 pixels wide x 400 pixels.



For situations where 2 columns is preferable, especially where studies are being featured, a simple white card 450 pixels wide x 155 pixels.



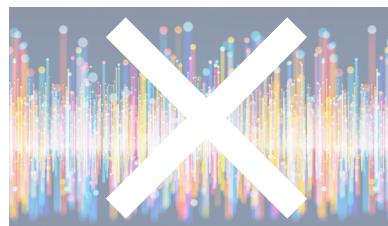
#### A New Signature Image: “The Data Universe”

This new lead design element evokes countless points of data, all connected in massive cloud network. Use of the image across media lays the foundation for a recognizable signature “look.”



#### Image Use

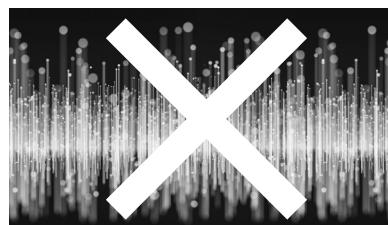
Once you have accessed the official file of this image, please do not alter it in any way. Some cropping is permitted.



DO NOT make the image transparent.



DO NOT use at an angle.



DO NOT alter the color of the image.



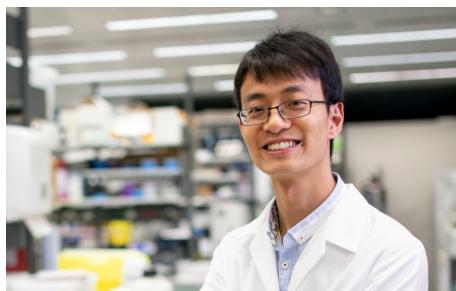
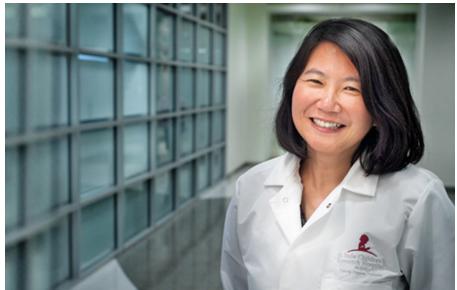
DO NOT use as a background

To use this image, please request the original image file by contacting: \_\_\_\_\_.

# St. Jude Cloud

## Brand Reference Guide

### Photography and Section Imagery



Photography will be real and authentic. Whenever possible we will feature real scientist doing real research.

For certain broad study topics it may be preferable to feature an image that evokes the type of science being discussed. In these cases the images will be tinted with St Jude Cloud blue. These should feel photographic rather than illustrated.

#### Design Example: Homepage



#### ST. JUDE CLOUD LOGO

St. Jude Cloud Research logo should be included in all communications. Please include the tagline in first reference in all collateral.

#### NAVIGATION

Page navigation is located in the top right corner. It includes a drop down navigation icon and an icon for user log-in.

#### IMAGERY

The dominant image that should be used with St. Jude Cloud is the "Data Universe" brand image.

#### CONTENT

The St. Jude Cloud is divided into 3 research areas. They are color coordinated per area.

#### BUTTONS

Buttons should be rectangular with rounded caps. They should be colored to create sufficient contrast between the button shape and the background image. When necessary, coordinate the color of button with the appropriate research area color.

# St. Jude Cloud

## Brand Reference Guide

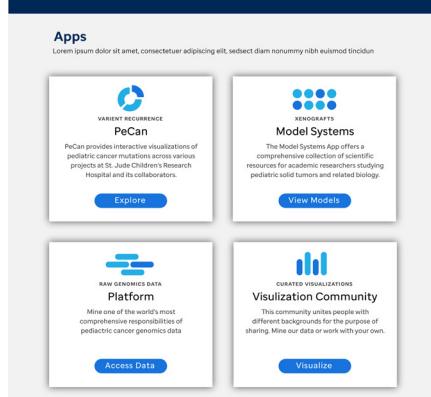
Colors indicate audience types



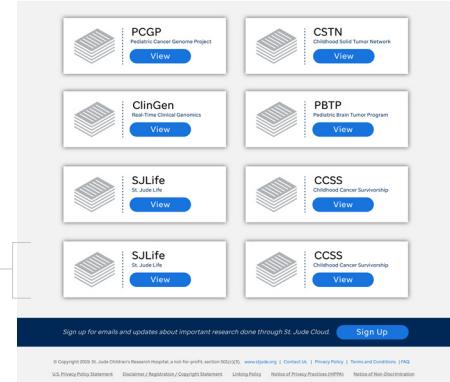
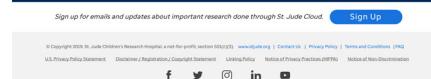
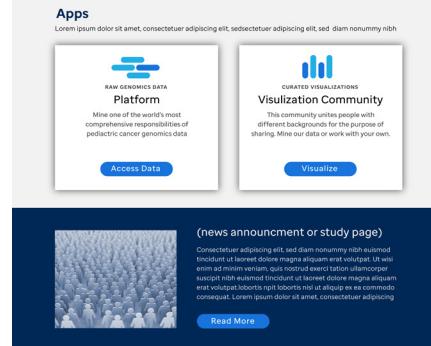
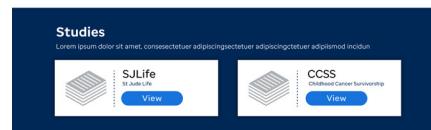
Background colors alternate between sections

Padding between text and sections = 50 pixels

App cards with app icons appear wherever applicable



Common footer throughout



Sign up for emails and updates about important research done through St. Jude Cloud. [Sign Up](#)

Study cards with the study icon appear wherever applicable

To pull a consistently branded look through all subdomains, consider some usage of the Dark Blue (HEX-#002856DC) for some aspects of each page.